Navy Localized Messages
NRD Richmond

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Global Force for Good Key Messages

The below messages are the overall Global Force for Good key messages that you are referencing when talking to recruits

America's Navy is a global force for good…and good can take many forms:

- Bombs on terrorist hide outs
- Bullets to protect innocent civilians against extremists
- Bottles of water to those in need after an earthquake
- Bachelor's degree (advanced training and education)

We protect and defend freedom around the world, and we also offer great opportunities for a great career.

And, remember…. our CNO's tenets:

Warfighting first, operate forward, be ready

All[2] good things take GREAT people!

70-80-90-100 Key Messages

You are also using the 70-80-90-100 messages more frequently in your talking points, in media interviews and when speaking to potential recruits

Sailors serve:

- From the sea…**on the land**
- In ships…**on the water**
- In submarines…**under the water**
- In planes and helicopters…**over the water**

70 – percent of the Earth's surface is covered by water
80 – percent of the world's people live near the ocean
90 – percent of all international trade travels by the sea
100 – America's Navy is always 100% on watch

Our mission is to meet America's threats far away, so those threats cannot harm us here.

Recruiting Key Messages

We have helped you localize the below messages to help you communicate the strength of the Navy across NRD Richmond

Key Message 1: Forging leaders

- The Navy is more than just a top 50 employer – we forge leaders, allowing regular people to do spectacular things that will shape their future.

Key Message 2: Preparing you for lifelong success

- The Navy not only offers a greater diversity of career choices than any other branch of the services, but it also allows you to achieve educational opportunities before, during or after your Navy career, preparing you for lifelong success.

Key Message 3: Making a difference

- The Navy takes you beyond the books to a world of experiences that make a difference to your country and to the world.

Key Message 4: Recruiting a Sailor, Retaining a Family

- The Navy recognizes the demands you face as a Sailor and provides timely and effective family support programs ensuring the welfare of your family - enabling you to serve and excel.

Localized Recruiting Key Messages

Key Message 1: Forging leaders

- The Navy is a far-reaching force and it has strength in Virginia with 73,000 Sailors, Officers and civilians stationed here, serving their country and doing spectacular things. (*This is an example for the entire NRD – you would tailor this for each state in your NRD and provide the number of Sailors, Officers and civilians stationed currently so that the public is aware of the Navy presence*)
- The Navy forges true leaders such as Diversity Officer Recruiter of the Year and Culinary Specialist Senior Chief Carmen Paige who not only serves her country as a Recruiter, recruiting the best and brightest talent for America's Navy, but also contributes her time to her local community, volunteering with the local Y. She is a proud member of the Lafayette High School men's basketball team booster club. *(This is an example you can tailor per rank, per recruiting rating, per local humanitarian/service project)*
- The Navy is more than just a top 50 employer – it's a calling – where we forge leaders such as Electrician's Mate Second Class Thompson who is also a volunteer firefighter and uses his experience and skills to serve his country – on and off the call of duty. (*This is an example where you can swap the priority recruiting rating you want to profile – whether it be Medical, Dental, etc.*)
- We are proud that our Navy reflects the face of America and harnesses true diversity. In NRD Richmond, we employ xx* Hispanic, African American and Asian Pacific Islander Sailors and Officers. We need more diverse officers. Within 10 years, the Navy's ranks will be one-third minority, and reach one half by 2050. (*You could only reference Officers instead of Sailors, or include one minority group over another, if you prefer*)

*PLEASE CHECK WITH NRD PAO FOR LATEST PERSONNEL NUMBERS

Localized Recruiting Key Messages

Key Message 2: Preparing you for lifelong success

- *Defusing bombs, rescuing people in distress. A world of the most impossible missions made possible. More than 8,300 total Navy personnel including more than 2,300 active-duty SEALs, 600 Special Warfare Combatant-craft Crewmen (SWCC), 900 reserve personnel, 3,650 support personnel and more than 880 civilians make up the Naval Special Warfare community. We are always searching for the best and brightest, offering enlistment bonuses for some priority recruiting ratings. (*This is an example focusing on Special Warfare – tailor this message to each priority recruiting rating you want to highlight and give examples of the enlistment rewards you provide*)
- As a member of the Navy Medical Corps, you may serve in some of the most dynamic environments imaginable while furthering your expertise among 30 specialty areas, and pursuing your true passion for helping others, thus becoming a part of the Navy's mission as a global force for good. We are searching for the best and brightest to be part of something far bigger than the community you serve, and are recruiting from top universities such as University of Virginia and Virginia Commonwealth University. (*This is an example of showing the strength of the Medical Corps and making it relevant to your local NRD – tailor the universities you are recruiting from and add any recruiting bonuses you give to Medical Officers)*
- America's Navy offers hundreds of career opportunities in dozens of exciting fields whether you're seeking a position as a Navy SEAL, a Submarine Officer, or a Dentist, finding unrivaled training and opportunities with the chance to achieve your education before, during or after your Navy career. *(This is an example of profiling some of the priority recruiting*

Localized Recruiting Key Messages

Key Message 3: Making a difference

- Many young men and women join the Navy for the humanitarian missions and don't realize the Navy can take its care anywhere in the world – we can deploy an entire hospital – a floating hospital that can get to anywhere, any time, and here, in Virginia, we want to recruit men and women to join us as doctors and dentists. *(When tailoring this message, include the area you are talking about)*
- Every day our Navy men and women in uniform across the globe play an important role in keeping peace. And in Richmond this weekend, our Sailors' mission was to work at the Food Bank and help many less fortunate members of the local community to receive meals. (*This is an example of tying the Global Force for Good message to what Sailors are doing locally – insert different examples that make sense relative to the events going on in your district)*
- Virginians, along with the rest of the American people have high expectations of the United States Navy, and the Navy consistently exceeds these expectations by providing the necessary tools and training for all Navy personnel to do their job. *(This is an example of localizing this message to make it relevant to the people of Virginia, or the people of North Carolina, etc.)*

Localized Recruiting Key Messages

Key Message 4: Recruiting a Sailor, Retaining a Family

- The United States Navy provides a support network of relevant services and links Navy families with these services through a variety of tools such as Fleet and Family Support Centers, social media – including Facebook, Twitter and NAVYForMoms.com and the Command Ombudsman program – a family's direct link to the command. For Navy families in New Hampshire, please reach out to your local Fleet and Family Support Center or network with fellow Davenport Navy moms and wives on NAVYForMoms.com *(When tailoring this message, include the area you are talking about)*
- Thank you to our Navy families in Virginia. The Navy recognizes the demands you face as a Sailor and is committed to ensuring the welfare of your family (*When tailoring this message, include the area you are talking about)*

North Carolina Data Points

- The United States is increasing U.S. exports in the coming years with aggressive goals, and with 95 percent of the world's consumers outside U.S. borders, increasing exports is an important way to spur the economy. The Navy plays a critical role in achieving these objectives.
- **12** of the Fortune 500 ranked companies are based in cities in North Carolina, with Bank of America Corp. and Lowe's ranked in the top 100 (ranked in revenues):
  - Bank of America Corp., Lowe's, Nucor, Duke Energy, BB&T Corp., VF, Family Dollar Stores, Sonic Automotive, Reynolds American, Pantry, Laboratory Corp. of America, SPX
- The Navy has a visible presence in North Carolina, with nearly 65,000 Navy personnel employed including active duty and civilian personnel.
- The importance the Navy plays through making the waterways safe for exports is critical to the state and national economy. It's a chain reaction – the Navy makes it possible for goods to be delivered overseas, including North Carolina's export shipments of merchandise which in 2012 totaled $28.8 billion.
- North Carolina received $945,564 in federal funding through the Small Business Administration's State Trade Export Promotion (STEP) grant program, designed to support local and state businesses' efforts to overcome obstacles that stand in the way of accessing foreign markets.
  - Through statewide export assistance, North Carolina International Trade Division (NCITD) plans to significantly increase the number of small business concerns exporting, increase the total sales of exports from North Carolina small business concerns by $40 million dollars, and expand the number of markets to which North Carolina small business concerns currently export.
  - Through Passport Service Awards (PSA), global passport initiatives, and special target markets, the NCITD is keenly focused on engaging small businesses that are in select special segments, from textiles to life sciences, clean technologies, and food products.

North Carolina Data Points

- A total of 10,802 companies exported goods from North Carolina locations in 2011. Of those, 9,486 (87.8 percent) were small and medium-sized enterprises (SMEs), with fewer than 500 employees.
- SMEs generated one-quarter (24.6 percent) of North Carolina's total exports of merchandise in 2011.
- Export-supported jobs linked to manufacturing account for an estimated 5.6 percent of North Carolina's total private-sector employment. Over one-fifth (20.6 percent) of all manufacturing workers in North Carolina depend on exports for their jobs (2011 data latest available).
- Top 10 contractors receiving the largest contract awards (fiscal year 2009):
  - Hensel Phelps Construction Company - $184,132
  - Research Triangle Institute - $94,188
  - Burlington Industries, LLC - $92,025
  - General Dynamics Corporation - $90,143
  - The Walsh Group Ltd. - $89,586
  - Bell Boeing Joint Project Office - $80,897
  - Sodexho Alliance - $79,001
  - Woodside Group Inc. - $72,706
  - Blackwater Lodge and Training - $70,093
  - Kidde PLC - $62,396

North Carolina Data Points

- The state's largest market was Canada. North Carolina posted merchandise exports of $7 billion to Canada in 2012, 24.3 percent of the state’s total merchandise exports. Canada was followed by China ($2.5 billion), Mexico ($2.3 billion), Japan ($1.8 billion), and Germany ($1 billion).
- The state's largest merchandise export category is chemicals, which accounted for $5.3 billion of North Carolina's total merchandise exports in 2012. Other top merchandise exports are machinery ($4.4 billion), transportation equipment ($3.1 billion), computer & electronic products ($2.7 billion), and textiles ($1.8 billion).
- In 2012, the following metropolitan areas in North Carolina recorded merchandise exports: Charlotte-Gastonia-Rock Hill ($6.3 billion, portions of this MSA are shared with one or more other states), Greensboro-High Point ($4.3 billion),Durham-Chapel Hill ($2.7 billion), Raleigh-Cary ($2.3 billion), Hickory-Lenoir-Morganton ($1.7 billion), Winston-Salem ($1.1 billion), Rocky Mount ($1.1 billion), Asheville ($975 million), Wilmington ($923 million), and Greenville ($771 million).

North Carolina Data Points

- Top Medical Schools
  - Duke University* (#9, U.S. News Best Medical Schools: Research, #57, U.S. News Best Medical Schools: Primary Care, Durham, North Carolina)
  - University of North Carolina – Chapel Hill* (#21, U.S. News Best Medical Schools: Research, #2, U.S. News Best Medical Schools: Primary Care)
  - Wake Forest University (#19, U.S. News Best Medical Schools: Primary Care, Winston-Salem, North Carolina)
  - East Carolina University (#31, U.S. News Best Medical Schools: Primary Care, Greenville, North Carolina)
- Top Engineering Schools
  - Duke University* (#28, U.S. News Best Engineering Grad Schools, Durham, North Carolina)
  - North Carolina State University* (#31, U.S. News Best Engineering Grad Schools, Raleigh, North Carolina)
  - University of North Carolina – Chapel Hill* (#82, U.S. News Best Engineering Grad Schools)
  - North Carolina A&T State University (#144, U.S. News Best Engineering Grad Schools, Greensboro, North Carolina)
  - University of North Carolina – Charlotte
- Top Chaplain Schools
  - Duke University* – (Durham, North Carolina)
  - Montreat College – (Montreat, North Carolina)
  - New Life Theological Seminary – (Charlotte, North Carolina)
  - Mid-Atlantic Christian University – (Elizabeth City, North Carolina)
  - Apex School of Theology – (Durham, North Carolina)

*Indicates university with NROTC program

North Carolina Data Points

- Five ships have borne the name USS *North Carolina*:
  - The first USS *North Carolina* joined the United States fleet in 1820.
  - The second USS *North Carolina* (ACR–12) was laid down 21 March 1905 in Newport News, Va., launched 6 October 1906 and sponsored by Miss Rebekah Glenn, daughter of the Governor of North Carolina. She was commissioned on 7 May 1908. Following shakedown along the eastern seaboard and in the Caribbean, *North Carolina* carried President-elect William Howard Taft on an inspection tour to the Panama Canal in January and February 1909. Between 23 April and 3 August, the new battleship cruised the Mediterranean. sailing with *Montana* to protect Americans threatened by conflict in the Turkish Empire. In the years before World War I, she trained and maneuvered in the western Atlantic and Caribbean and participated in ceremonial and diplomatic activities. Highlights included attending centennial celebrations of the independence of Argentina (May–June 1910) and Venezuela (June–July 1911); carrying the Secretary of War for an inspection tour of Puerto Rico, Santo Domingo, Cuba, and the Panama Canal (July–August 1911); and bringing home from Cuba bodies of the crew of Maine for their final interment in Arlington National Cemetery. As war began in Europe, North Carolina departed Boston 7 August 1915 to protect Americans in the Near East. She returned to Boston 18 June 1915 for overhaul. Reaching Pensacola, Fla., 9 September 1915, North Carolina contributed to the development of naval aviation through service as a station ship. On 5 November 1915, she became the first ship **ever to launch an aircraft by catapult** while under way. This experimental work led to the use of catapults on battleships and cruisers through World War II, and to the steam catapults on present-day aircraft carriers. When the United States entered World War I, *North Carolina* sailed north to escort troop transports plying between Norfolk and New York. Renamed *Charlotte* on 7 June 1920 so that her original name might be assigned to a new battleship, she decommissioned at Puget Sound Navy Yard, Bremerton, Wash., 18 February 1921. Her name was struck from the Navy List 15 July 1930, and she was sold for scrapping 29 September 1930.

North Carolina Data Points

- Continued…:
  - The third USS *North Carolina* (BB-52), was a 43,200-ton *South Dakota* class battleship, laid at the Norfolk Navy Yard in Portsmouth, Virginia. The ship was suspended in February 1922, under the terms of the Washington Naval Limitations Treaty, and construction was later cancelled. *North Carolina* was stricken from the Navy List and sold in October-November 1923. She was subsequently broken up on the shipbuilding ways.
  - The fourth USS *North Carolina* (BB-55), 1941-1961 was lead ship of a class of 35,000-ton battleships, and was built at the New York Navy Yard. When commissioned in April 1941, she was the first new battleship to join the fleet in nearly two decades. Following over a year of prolonged shakedown and training cruises in the Atlantic area, *North Carolina* went to the Pacific in June 1942. She took part in the Guadalcanal campaign during the rest of that year and some of 1943, covering the initial landings there and participating in the Battle of the Eastern Solomons in August 1942. She was damaged by a Japanese submarine torpedo on 15 September, in an attack that also fatally damaged USS *Wasp* (CV-7), but returned to the Solomons' combat zone after a few months' repairs. In November 1943, *North Carolina* assisted in capturing enemy positions in the Gilbert Islands. This began a pattern of operations for her that lasted for the rest of World War II. In 1944 she was involved in the Marshalls operation in January-February, attacks on Central Pacific targets through the late winter and spring, the Marianas invasion and Battle of Philippine Sea in June, and Western Pacific carrier strikes in November and December. *North Carolina* continued her Western Pacific activities in 1945, participating in the invasions of Iwo Jima in February and Okinawa in March and April. *North Carolina* returned to the United States in October 1945 and operated in the Atlantic until she was inactivated in 1946. Decommissioned in June 1947, she was part of the "mothball" fleet until stricken from the Navy List in June 1960. The following year, *North Carolina* was transferred to the State of North Carolina to become a memorial and museum at Wilmington, where she remains to this day.

North Carolina Data Points

- Continued…:
  - The fifth USS *North Carolina* (SSN 777) was built by General Dynamics Electric Boat Division in Groton, Conn., and Newport News Shipbuilding in Newport News, Va., and joined the fleet in December 2006. As the Navy's next-generation attack submarine, the *Virginia* class provides the U.S. Navy with the capabilities it requires to maintain the nation's undersea supremacy well into the 21st century. *North Carolina's* keel was laid 22 May, 2004. The first major milestone for *North Carolina* was the keel authentication ceremony held at the shipyard on 22 May, 2004. The submarine's sponsor, Mrs. Linda Bowman, wife of Admiral Frank "Skip" Bowman USN (Ret), the former Director, Naval Reactors, inscribed her initials on a section of the pressure hull that were, subsequently, duplicated in weld by a shipyard worker, who, uniquely, resides in North Carolina. On 5 May, 2007, the submarine was lowered into the water for the first time and moved to complete her construction. On 12 December, 2007, she got underway for her first builder’s sea trials. The successful trials led to her second builder’s trials just before Christmas. Following the third and final round of builder's sea trials in February, Northrop Grumman delivered the submarine to the Navy on 21 February, 2008.

North Carolina Data Points

- North Carolina is proud to be home to 19 Medal of Honor recipients that span from the Civil War to the Vietnam War:
  - Seaman William J. Franks received a Medal of Honor for extraordinary heroism in action while serving on board the USS *Marmora* off Yazoo City, Mississippi, 5 March 1864. Embarking from the *Marmora*, Seaman Franks landed with the gun and crew in the midst of heated battle and, bravely stood by his gun despite enemy rifle fire.
  - Lieutenant [then Lieutenant, Junior Grade] Rufus Geddie Herring received a Medal of Honor for gallantry and intrepidity at the risk of his life above and beyond the call of duty as Commanding Officer of Landing Craft Infantry Gunboat 449, operating as a unit of LCI (G) Group EIGHT, during the pre-invasion attack on Iwo Jima, Ryukyu Islands, on 17 February 1945. Lieutenant Herring directed gunfire against hostile beaches until struck down by the enemy's counter-fire which blasted the heavy guns and whipped her decks into sheets of flame. Regaining consciousness despite profuse bleeding, he was again critically wounded when a Japanese mortar crashed the conning station, instantly killing or fatally wounding most of the officers and leaving the ship without navigational control. Upon recovering the second time, Lieutenant Herring took over the helm, established communication with the engine room, and carried on valiantly until relief could be obtained. When no longer able to stand, he propped himself against empty shell cases and rallied his men to the aid of the wounded; he maintained position in the firing line with his 20-mm. guns in action in the face of sustained enemy fire, and conned his crippled ship to safety.
  - Lieutenant Adolphus C. Staton received a Medal of Honor for distinguished conduct in battle during the engagement of Vera Cruz, Mexico, 22 April 1914. Lieutenant Staton was in command of his battalion and exhibited courage and skill in leading his men through final occupation of the city.

Virginia Data Points

- The United States is increasing U.S. exports in the coming years with aggressive goals, and with 95 percent of the world's consumers outside U.S. borders, increasing exports is an important way to spur the economy. The Navy plays a critical role in achieving these objectives.
- **23** of the Fortune 500 ranked companies are based in cities in Virginia with Freddie Mac and General Dynamics ranked in the top 100 (ranked in revenues):
  - Freddie Mac, General Dynamics, Northrop Grumman, Capital One Financial, AES, Altria Group, Computer Sciences, Dominion Resources, Smithfield Foods, Norfolk Southern, SAIC, Genworth Financial, CarMax, Owens & Minor, Alpha Natural Resources, NII Holdings, Dollar Tree, Amerigroup, Advance Auto Parts, MeadWestvaco, Exelis, Booz Allen Hamilton Holding, Gannett
- The Navy has a very visible presence in Virginia with nearly 73,000 Navy personnel employed, including active duty and civilian personnel and seven installations.
- The importance the Navy plays through making the waterways safe for exports is critical to the state and national economy. It's a chain reaction – the Navy makes it possible for goods to be delivered overseas, including Virginia's export shipments of merchandise which in 2012 totaled $18.3 billion.
- Virginia received $734,002 in federal funding through the Small Business Administration's State Trade Export Promotion (STEP) grant program, designed to support local and state businesses' efforts to overcome obstacles that stand in the way of accessing foreign.
  - The STEP grant will be used for three primary target markets: health and wellness with a trade mission to United Arab Emirates, energy with a trade mission to Germany and Poland, and defense with a trade mission to Germany and Poland.
- A total of 7,687 companies exported goods from Virginia locations in 2011. Of those, 6,619 (86.1 percent) were small and medium-sized enterprises

Virginia Data Points

- SMEs generated over one-quarter (29.2 percent) of Virginia's total exports of merchandise in 2011.
- Export-supported jobs linked to manufacturing accounted for an estimated 3.6 percent of Virginia's total private-sector employment. One-fifth (20.3 percent) of all manufacturing workers in Virginia depended on exports for their jobs (2011 data latest available)
- Top 10 contractors receiving the largest contract awards (fiscal year 2009) (in thousands):
  - Northrop Grumman Corporation - $5,327,736
  - Booz Allen Hamilton Inc - $1,624,866
  - Evergreen International Airline - $1,322,676
  - Science Applications International - $1,141,060
  - General Dynamics Corporation - $1,113,752
  - Caci International Inc. - $1,047,246
  - Lockheed Martin Corporation - $998,859
  - VSE Corporation - $725,714
  - Global Linguist Solutions LLC - $723,126
  - Computer Sciences Corporation - $534,539
- The state's largest market for exports was Canada. Virginia posted merchandise exports of $3.2 billion to Canada in 2012, 17.5 percent of the state’s total merchandise exports. Canada was followed by China ($2 billion), the United Kingdom ($1.1 billion), Mexico ($1.1 billion), and Germany ($922 million).

Virginia Data Points

- The state's largest merchandise export category was chemicals, which accounted for $3 billion of Virginia's total merchandise exports in 2012. Other top merchandise exports were transportation equipment ($2.4 billion), computer & electronic products ($2.4 billion), machinery ($1.8 billion), and food & kindred products ($1.2 billion).
- In 2012, the following metropolitan areas in Virginia recorded merchandise exports: Richmond ($4.3 billion), Virginia Beach-Norfolk-Newport News ($2.7 billion, portions of this MSA are shared with one or more other states), Blacksburg-Christiansburg-Radford ($844 million), Roanoke($717 million), Lynchburg ($463 million), Winchester($284 million, portions of this MSA are shared with one or more other states), Danville ($273 million), Charlottesville($242 million) and Harrisonburg ($158 million).

Virginia Data Points

- Top Medical Schools
  - University of Virginia* (#19, U.S. News Best Medical Schools: Primary Care, #25, U.S. News Best Medical Schools: Research, Charlottesville, Virginia)
  - Virginia Commonwealth University (#69, U.S. News Best Medical Schools: Research, #76, U.S. News Best Medical Schools: Primary Care, Richmond, Virginia)
  - Eastern Virginia Medical School (#63, U.S. News Best Medical Schools: Primary Care, Norfolk, Virginia)
  - Edward Via College of Osteopathic Medicine – (Blacksburg, Virginia)
- Top Engineering Schools
  - Virginia Tech (#24, U.S. News Best Engineering Grad Schools, Blacksburg, Virginia)
  - University of Virginia* (#39, U.S. News Best Engineering Grad Schools, Charlottesville, Virginia)
  - George Mason University (#114, U.S. News Best Engineering Grad Schools, Fairfax, Virginia)
  - Virginia Commonwealth University (#144, U.S. News Best Engineering Grad Schools, Richmond, Virginia)
  - Old Dominion University* (Norfolk, Virginia)
- Top Chaplain Schools
  - Eastern Mennonite University (Harrisonburg, Virginia)
  - Roanoke College (Salem, Virginia)
  - Liberty University (Lynchburg, Virginia)

*Indicates university with NROTC program

Virginia Data Points

- Ten ships have borne the name USS *Virginia*:
  - The first USS *Virginia*, authorized by the Continental Navy in 1776 as a 28-gun sailing frigate, was launched and commissioned in 1777. In 1778 she was captured by the British and later recommissioned as the HMS *Virginia*.
  - The second USS *Virginia*—a schooner built in 1797 for the United States Revenue Cutter Service at Portsmouth, Va.—was transferred to the Navy for use in the undeclared naval war against France in 1798. In 1799 she was declared unfit for naval service and returned to Revenue Cutter Service.
  - The third USS *Virginia* was one of nine, 74-gun warships authorized by Congress in 1816. She was kept on the stocks as part of a naval policy discouraging launching or commissioning the "74s" except when the national interest clearly required it. *Virginia* remained in Boston until she was broken up there starting in 1874.
  - The fourth USS *Virginia* was originally the British merchantman Pet built at Dumbarton, Scotland, in 1861. Throughout her career she was a blockader and captured numerous ships. She was sold at public auction in 1865.
  - The fifth USS *Virginia* (BB-13), lead ship of a class of 14,948-ton battleships, was built at Newport News, Virginia and commissioned in 1906. When the United States entered World War I in 1917, *Virginia* was out of commission, receiving repairs at the Boston Navy Yard. USS *Virginia* was transferred to the War Department in 1923 and sunk in aerial bombing tests off the North Carolina coast a month later.

Virginia Data Points

- Continued…:
  - The sixth USS *Virginia* (SP-274), a 98-foot motor boat built in 1910 for use as a pleasure craft, was purchased by the Navy in 1917, and placed in commission as USS *Virginia* (SP-274). The craft operated on the Great Lakes for her entire Navy career.
  - The seventh USS *Virginia* (SP-746), a 61' 6" motor boat, was built in 1906. In 1917 she was leased by the Navy for World War I patrol service. Placed in commission as USS *Virginia* (SP-746), the craft was based at Machias, Maine, until returned to her owner in January 1919.
  - The eighth USS *Virginia* (SP-1965), a 61-foot section patrol boat built at Norfolk, Virginia in 1902 as a pleasure craft, was leased by the Navy and converted to a patrol craft in 1917. She was assigned to the Fifth Naval District and operated in the Norfolk area for the remainder of World War I until returned to her owner in 1919.
  - The ninth USS *Virginia* (CGN 38) was the lead ship of a class of four nuclear powered guided missile cruisers commissioned in 1976. She totaled nine deployments and was active in Northern Europe for NATO exercises, Operation Desert Shield and Desert Storm, and in the war against drugs. She was decommissioned in 1994 and currently lies scrapped in Puget Sound Naval Shipyard.
  - The tenth USS *Virginia* (SSN 774) is the lead ship of the *Virginia* class of nuclear-powered attack submarines. Commissioned in 2004, she was designed for battlespace dominance across a broad spectrum of regional and littoral missions as well as open-ocean, "blue water" missions. The USS *Virginia* (SSN 774) is still active.

Virginia Data Points

- Virginia is proud to be home to 49 Medal of Honor recipients that span from the Civil War to the Vietnam War:
  - Cook First Class Daniel Atkins received a Medal of Honor for distinguished and heroic conduct while serving on board the USS *Cushing*, 11 February 1898. Showing gallant conduct, Ship's Cook First Class Atkins attempted to save the life of the late Ensign Joseph C. Breckenridge, U.S. Navy, who fell overboard at sea from that vessel on this date.
  - Hospitalman Francis Colton Hammond received a Medal of Honor for gallantry and intrepidity at the risk of his life above and beyond the call of duty as a Medical Corpsman serving with the First Battalion, Fifth Marines, FIRST Marine Division (Reinforced), in action against enemy aggressor forces in Korea on the night of 26 - 27 March 1953. During a counterattack against a superior hostile force occupying ground on a contested outpost far in advance of the main line of resistance, Hospital Corpsman Hammond's platoon was subjected to a murderous barrage of hostile mortar and artillery fire, followed by a vicious assault by onrushing enemy troops. Hospital Corpsman Hammond moved among Marines and, although critically wounded himself, valiantly continued to administer aid to the other wounded throughout a four-hour period. When the unit was ordered to withdraw, he directed the evacuation of casualties and remained in the fire-swept area to assist the corpsmen of the relieving unit until he was struck by a round of enemy mortar fire and fell, mortally wounded.
  - Commander Richard Evenly Byrd, Jr. received a Medal of Honor for distinguishing himself by courage and intrepidity at the risk of his life on 9 May 1926, in demonstrating that it is possible for aircraft to travel in continuous flight from a now inhabited portion of the earth over the North Pole and return.

Maryland Data Points

- The United States is increasing U.S. exports in the coming years with aggressive goals, and with 95 percent of the world's consumers outside U.S. borders, increasing exports is an important way to spur the economy. The Navy plays a critical role in achieving these objectives.
- **Four** of the Fortune 500 ranked companies are based in cities in Maryland with Lockheed Martin ranked in the top 100 (ranked in revenues):
  - Lockheed Martin, Marriott International, Coventry Health Care, Host Hotels & Resorts
- The Navy has a very visible presence in Maryland with nearly 31,000 Navy personnel employed, including active duty and civilian personnel and two installations.
- The importance the Navy plays through making the waterways safe for exports is critical to the state and national economy. It's a chain reaction – the Navy makes it possible for goods to be delivered overseas, including Maryland's export shipments of merchandise which in 2012 totaled $11.7 billion
- Maryland received $656,181 in federal funding through the Small Business Administration's State Trade Export Promotion (STEP) grant program, designed to support local and state businesses' efforts to overcome obstacles that stand in the way of accessing foreign markets.
  - The Maryland Office of International Investment and Trade (OIIT) will utilize STEP funding to award ExportMD Stipends to qualified businesses. The ExportMD Stipends represent the centerpiece program of the Maryland Export Initiative and are widely utilized among Maryland small businesses.
  - STEP funding will also enable Maryland to secure exhibition space at several major international trade shows and execute trade missions while focusing on targeted knowledge-based industries such as life sciences, advanced technology, defense and aerospace and green technology.

Maryland Data Points

- A total of 7,461 companies exported goods from Maryland locations in 2011. Of those, 6,626 (88.8 percent) were small and medium-sized enterprises (SMEs), with fewer than 500 employees.
- SMEs generated over one-third (35.2 percent) of Maryland's total exports of merchandise in 2011.
- Export-supported jobs linked to manufacturing accounted for an estimated 2 percent of Maryland's total private-sector employment. Over one-eighth (13.2 percent) of all manufacturing workers in Maryland depended on exports for their jobs (2011 data latest available).
- Top 10 contractors receiving the largest contract awards (fiscal year 2009):
  - Lockheed Martin Corporation - $679,049
  - Northrop Grumman Corporation - $660,663
  - Johns Hopkins University - $598,196
  - Arinc Incorporated - $479,783
  - Comtech Telecommunications Corp. - $462,979
  - BAE Systems PLC - $351,125
  - URS Corporation - $337,473
  - United Industrial Corporation - $327,505
  - Honeywell International Inc. - $313,670
  - Computer Sciences Corporation - $291,897

Maryland Data Points

- The state's largest export market was Canada. Maryland posted merchandise exports of $1.8 billion to Canada in 2012, 15.3 percent of the state’s total merchandise exports. Canada was followed by Saudi Arabia ($858 million), the United Kingdom ($573 million), the United Kingdom ($573 million), China ($559 million) and Japan ($465 million).
- The state's largest merchandise export category was transportation equipment, which accounted for $3.2 billion of Maryland's total merchandise exports in 2012. Other top merchandise exports were chemicals ($2 billion), computer & electronic products ($1.8 billion), machinery ($1.2 billion), and primary metal manufactures ($558 million).
- In 2012, the following metropolitan areas in Maryland recorded merchandise exports: Baltimore-Towson ($5.8 billion), Hagerstown-Martinsburg ($330 million, portions of this MSA are shared with one or more other states) and Cumberland ($48 million, portions of this MSA are shared with one or more other states).

Maryland Data Points

- Top Medical Schools
  - Johns Hopkins University (#2, U.S. News Best Medical Schools: Research, #21, U.S. News Best Medical Schools: Primary Care, Baltimore, Maryland)
  - University of Maryland (#37, U.S. News Best Medical Schools: Research, #71, U.S. News Best Medical Schools: Primary Care, Baltimore, Maryland)
  - Uniformed Services University of the Health Sciences (#62, U.S. News Best Medical Schools: Research, Bethesda, Maryland)
- Top Engineering Schools
  - University of Maryland (#18, U.S. News Best Engineering Grad Schools, College Park, Maryland)
  - Johns Hopkins University (#26, U.S. News Best Engineering Grad Schools, Baltimore, Maryland)
  - University of Maryland – Baltimore County (#119, U.S. News Best Engineering Grad Schools, Baltimore, Maryland)
  - Morgan State University – (Baltimore, Maryland)
- Top Chaplain Schools
  - Mount St. Mary's University – (Emmitsburg, Maryland)
  - Washington Bible College-Capital Bible Seminary (Lanham, Maryland)
  - Washington Adventist University – (Takoma Park, Maryland)
  - Yeshiva College of the Nation's Capital – (Silver Spring, Maryland)

*No NROTC programs in Maryland

Maryland Data Points

- Four ships have borne the name USS *Maryland*:
  - The first USS *Maryland*, a sloop, was built by public subscription in Baltimore under the Act of 1798 and accepted by the Navy in 1799. She sailed around the Surinam station on numerous diplomatic and deterrence missions and was sold in 1801.
  - The second USS *Maryland* (ACR/CA 8) was a *Pennsylvania* class armored cruiser commissioned in 1905. In 1916 she was renamed *Fredrick* and completed escort missions during World War I. She was decommissioned in 1922 and sold as scrap in 1930.
  - The third USS *Maryland* (BB-46), a 32,600-ton *Colorado* class battleship, was built at Newport News, Virginia, and commissioned in 1921. She received minor damage on 7 December 1941 at Pearl Harbor and in 1944, participated in pre-invasion gunnery, this time against Saipan, and was torpedoed by a Japanese aircraft. She was damaged in two other missions against the Japanese, and spent her post World War II days transporting serviceman home from the mid-Atlantic. She was decommissioned in 1947.
  - The fourth USS *Maryland* (SSBN-738), an *Ohio* class fleet ballistic missile submarine, was commissioned in 1992, and is currently on active duty.

Maryland Data Points

- Maryland is proud to be home to 83 Medal of Honor recipients that span from the Civil War to the Vietnam War:
  - Yeoman William Wright received a Medal of Honor for extraordinary heroism in action while serving as Yeoman on board the USS *Monticello* during the reconnaissance of the harbor and water defenses of Wilmington, North Carolina, 23 to 25 June 1864. Taking part in a reconnaissance of enemy defenses, Yeoman Wright courageously carried out his cutting of a telegraph wire and the capture of a large group of prisoners. Although in immediate danger from the enemy, Wright showed gallantry and coolness throughout this action which resulted in the gaining of vital information of the rebel defenses.
  - Fireman Second Class John W. Magee received a Medal of Honor for heroic conduct while serving on board the USS *Tallapoosa* during the sinking of that vessel on the night of 21 August 1884. During this period, Fireman Second Class Magee remained at his post of duty in the fire room until the fires were put out by the rising waters.
  - Lieutenant Commander [then Lieutenant] Arthur Murray Preston, United States Naval Reserve, received a Medal of Honor for gallantry and intrepidity at the risk of his life above and beyond the call of duty as commander, Motor Torpedo Boat Squadron THIRTY-THREE (MTB-33), while effecting the rescue of a Navy pilot shot down in Wasile Bay, Halmahera Island, less than 200 yards from a Japanese dock and supply area, 16 September 1944. Lieutenant Commander Preston led PT-489 and PT-363 through 60 miles of restricted, heavily mined waters. Aided by an aircraft smokescreen, he finally succeeded in reaching his objective and, under vicious fire delivered at 150-yard range, took the pilot aboard and cleared the area, sinking a small hostile cargo vessel with 40-mm fire during retirement. Lieutenant Commander Preston raced PT boats 489 and 363 at high speed for 20 minutes through shell-splashed water and across minefields to safety. Under continuous fire for 2l/2 hours, Lieutenant Commander Preston successfully achieved a mission considered suicidal in its tremendous hazards.

Washington, D.C. Data Points

- The United States is increasing U.S. exports in the coming years with aggressive goals, and with 95 percent of the world's consumers outside U.S. borders, increasing exports is an important way to spur the economy. The Navy plays a critical role in achieving these objectives.
- **Three** of the Fortune 500 ranked companies are based in Washington, D.C. with Fannie Mae ranked in the top 100 (ranked in revenues):
  - Fannie Mae, Danaher, Pepco Holdings
- The Navy has a very visible presence in Washington, D.C. with nearly 15,000 Navy personnel employed including active duty and civilian personnel and five installations.
- The importance the Navy plays through making the waterways safe for exports is critical to the state and national economy. It's a chain reaction – the Navy makes it possible for goods to be delivered overseas, including Washington, D.C.'s export shipments of merchandise.
- Washington, D.C. received $240,711 in federal funding through the Small Business Administration's State Trade Export Promotion (STEP) grant program, designed to support local and state businesses' efforts to overcome obstacles that stand in the way of accessing foreign markets.
  - The STEP program and the Department of Small and Local Business Development's export promotion division – ExportDC – will move forward with two major activities: 1) Outbound trade missions to China, South Africa, and Canada; and 2) A new seminar series for export ready business concerns. ExportDC, in partnership with the DC Chamber of Commerce, will plan and manage an eight-part "Practical Exporter" business series - a cohesive, three-day building series of seminars introducing advanced topics and aimed at improving the skills and knowledge base of the export-ready business audience. This is in addition to DC's continued strengthening of trade and tourism relations with China and South Africa, proof that the District has leveraged these relationships well.

Washington, D.C. Data Points

- Top 10 contractors receiving the largest contract awards (fiscal year 2009):
  - Government of the United States - $476,173
  - General Dynamics Corporation - $295,563
  - Computer Sciences Corporation - $196,244
  - Federal Prison Industries Inc. - $175,894
  - Institute for Defense Analyses - $163,562
  - Caci International Inc. - $150,091
  - RCI Holding Corp. - $141,422
  - Rand Corporation - $126,007
  - Lockheed Martin Corporation - $116,172
  - BAE Systems PLC - $114,343
- No ships have borne the name USS *Washington*, *D.C.*

Washington, D.C. Data Points

- Top Medical Schools
  - Georgetown University (#48, U.S. News Best Medical Schools: Research, #68, U.S. News Best Medical Schools: Primary Care, Washington, D.C.)
  - George Washington University (#55, U.S. News Best Medical Schools: Research, #83, U.S. News Best Medical Schools: Primary Care, Washington, D.C.)
  - Howard University – (Washington, D.C.)
- Top Engineering Schools
  - George Washington University (#93, U.S. News Best Engineering Schools, Washington, D.C.)
  - The Catholic University of America – (Washington, D.C.)
  - Howard University – (Washington, D.C.)
- Top Chaplain Schools
  - Howard University – (Washington, D.C.)
  - Catholic University of America – (Washington, D.C.)
  - Wesley Theological Seminary – (Washington, D.C.)

*No NROTC programs in Washington, D.C.

Washington, D.C. Data Points

- Washington, D.C. is proud to be home to 39 Medal of Honor recipients that span from the Civil War to the Vietnam War:
  - Coppersmith Philip Bogan Keefer received a Medal of Honor for extraordinary heroism on board the USS *Iowa* off Santiago de Cuba, 20 July 1898. Following the blow-out of a manhole gasket of that vessel which caused the fire room to be filled with live steam and the floor plates to be covered with boiling water, Coppersmith Keefer showed courageous conduct in hauling fires from two furnaces.
  - Lieutenant, Junior Grade George McCall Courts received a Medal of Honor for distinguished conduct in battle during the engagements of Vera Cruz, Mexico, 21 and 22 April 1914. Under fire, Lieutenant (j.g.) Courts volunteered to convey important orders to the USS *Chester*, then under a severe fire.
  - Chief Metalsmith James Harper McDonald received a Medal of Honor for extraordinary heroism in the line of his profession as a Master Diver with the Submarine and Rescue Salvage Unit, USS *Falcon*, throughout the rescue and salvage operations following the sinking of the USS *Squalus* on 23 May 1939. Chief Metalsmith McDonald's leadership, masterly skill, general efficiency, and devotion to duty in directing diving operations, and in making important and difficult dives under the most hazardous conditions, characterize conduct far above and beyond the ordinary call of duty.

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